PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS:
CAPACITY:
DATE:
AUTHORIZED BY: Tom Hall 3/11/94

FOR: PATHMARK
3X4X3 6 SHELF

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51.0	98	494	45.4		
RJ. REYNOLDS	19.0	33	165	15.1		
LORILLARD	14.0	28	140	12.9		
BROWN & WILLIAMSON	4.9	20	100	9.2		
AMERICAN	5.7	18	90	8.2		
LIGGETT & MYERS	1.7	10	50	4.6		
GENERIC	3.7	10	50	4.6		
TOTAL		217	1,089	100%		

3	4	3
PM 10 ROWS 8 HIGH	PM 13 ROWS 8 HIGH	PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	LM. 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH	LOR 13 ROWS 5 HIGH	B&W 10 ROWS 5 HIGH
LOR 5 ROWS 5 HIGH / AMER 5 ROWS 5 HIGH	AMER 13 ROWS 5 HIGH	B&W 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH

51855 0766

Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000

PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS:
CAPACITY:
DATE:
AUTHORIZED BY: Tom Hall 3/11/94

FOR: Pathmark
3X5X3 6 SHELF

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51.0	106	531	43.4		
RJ. REYNOLDS	19.0	37	185	15.2		
LORILLARD	14.0	37	185	15.2		
BROWN & WILLIAMSON	4.9	22	110	9.0		
AMERICAN	5.7	22	110	9.0		
LIGGETT & MYERS	1.7	10	50	4.1		
GENERIC	3.7	10	50	4.1		
TOTAL		244	1,221	100%		

3	5	3
PM 10 ROWS 8 HIGH	PM 17 ROWS 8 HIGH	PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH	PM 17 ROWS 5 HIGH	PM 17 ROWS 5 HIGH
PM 10 ROWS 5 HIGH	LOR 17 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH	B&W 17 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH
B&W 5 ROWS 5 HIGH AMER 5 ROWS 5 HIGH	AMER 17 ROWS 5 HIGH	LOR/M 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH	RJR 17 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH

51855 0767

Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000

PLAN A PLAN - O - GRAM

SPECIFICATIONS

ROWS:
CAPACITY:
DATE:
AUTHORIZED BY: Tom Hall 3/11/94

FOR: PATHMARK
3x5x3 7 SHELF

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51	133	666	47.3		
R.J. REYNOLDS	19	52	260	18.4		
LORRILLARD	14	37	185	13.1		
B&W	4.9	19	95	6.7		
AMERICAN	5.7	20	100	7.1		
L&M	1.7	10	50	3.5		
NO FRILLS	3.7	10	50	3.5		
TOTAL		281	1,406			

3
PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH
LOR, B&W, AMER 6ROWS 2ROWS 3ROWS 5 HIGH 5 HIGH 5 HIGH
LM 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

5
PM 17 ROWS 8 HIGH
PM 17 ROWS 5 HIGH
PM 17 ROWS 5 HIGH
LOR 17 ROWS 5 HIGH
AMER 17 ROWS 5 HIGH
B&W 17 ROWS 5 HIGH
RJR 17 ROWS 5 HIGH

3
PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

51855 0768

Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000

PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS: *FOR:* PATHMARK
CAPACITY: 4X4X4X4 7 SHELF
DATE:
AUTHORIZED BY: Tom Hale 3/11/94

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH		$ YEAR
PHILIP MORRIS	51	187	936	47.4			
R.J. REYNOLDS	19	78	390	19.6			
LORRILLARD	14	52	260	13.2			
B&W	4.9	26	130	6.6			
AMERICAN	5.7	26	130	6.6			
L&M	1.7	13	65	3.3			
NO FRILLS	3.7	13	65	3.3			
TOTAL			1,976	100%			

4FT	4FT	4FT	4FT
PM 13 ROWS 8 HIGH	PM 13 ROWS 8 HIGH	PM 13 ROWS 8 HIGH	PM 13 ROWS 8 HIGH
PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
NO FRILLS 13 ROWS 5 HIGH	LOR 13 ROWS 5 HIGH	LOR 13 ROWS 5 HIGH	LOR 13 ROWS 5 HIGH
AMER 13 ROWS 5 HIGH	AMER 13 ROWS 5 HIGH	LM 13 ROWS 5 HIGH	LM 13 ROWS 5 HIGH
B&W 13 ROWS 5 HIGH	B&W 13 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH
RJR 13 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH

51855 0769

Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000

PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS: *FOR:* PATHMARK
CAPACITY: 3X5X3X4 7 SHELF
DATE:
AUTHORIZED BY: Tom Kah 3/11/94

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH		$ YEAR
PHILIP MORRIS	51	193	965	50.8			
RJ. REYNOLDS	19	63	315	16.6			
LORRILLARD	14	47	235	12.4			
B&W	4.9	27	135	7.1			
AMERICAN	5.7	27	135	7.1			
L&M	1.7	13	65	3.4			
NO FRILLS	3.7	10	50	2.6			
TOTAL		380	1,900	100%			

3FT	5FT	3FT	4FT
PM 10 ROWS 8 HIGH	PM 17 ROWS 8 HIGH	PM 10 ROWS 8 HIGH	PM 13 ROWS 8 HIGH
PM 10 ROWS 5 HIGH	PM 17 ROWS 5 HIGH	PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
PM 10 ROWS 5 HIGH	PM 17 ROWS 5 HIGH	PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH	LOR 17 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
AMER 10 ROWS 5 HIGH	AMER 17 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH	LM 13 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH	B&W 17 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH	RJR 17 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000

PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS:
CAPACITY:
DATE:
AUTHORIZED BY: Tom Hak 3/11/94

FOR: PATHMARK
6x5 7 SHELF

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51	118	590	45.5		
RJ. REYNOLDS	19	44	220	16.9		
LORRILLARD	14	37	185	14.2		
B&W	4.9	20	100	7.7		
AMERICAN	5.7	20	100	7.7		
L&M	1.7	10	50	3.9		
NO FRILLS	3.7	10	50	3.9		
TOTAL			1295			

	6FT	5 FT
	PM 20 ROWS 5 HIGH	PM 17 ROWS 5 HIGH
	PM 20 ROWS 5 HIGH	PM 17 ROWS 5 HIGH
	PM 20 ROWS 5 HIGH	PM 17 ROWS 5 HIGH
	LOR 20 ROWS 5 HIGH	PM NO FRILLS 7 ROWS 10 ROWS 5 HIGH 5 HIGH
	AMER 20 ROWS 5 HIGH	LOR 17 ROWS 5 HIGH
	B&W 20 ROWS 5 HIGH	RJR LM 7 ROWS 10 ROWS 5 HIGH 5 HIGH
	RJR 20 ROWS 5 HIGH	RJR 17 ROWS 5 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000

PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS:
CAPACITY:
DATE:
AUTHORIZED BY: Tom Hall 3/11/94

FOR: PATHMARK
3X4X3 7 SHELF

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51.0	118	594	47.3		
RJ. REYNOLDS	19.0	43	215	17.1		
LORILLARD	14.0	33	165	13.2		
BROWN & WILLIAMSON	4.9	18	90	7.2		
AMERICAN	5.7	18	90	7.2		
LIGGETT & MYERS	1.7	10	50	4.0		
GENERIC	3.7	10	50	4.0		
TOTAL		250	1,254	100%		

3	4	3
PM 10 ROWS 8 HIGH	PM 13 ROWS 8 HIGH	PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH	LOR 13 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH
RJR 5 ROWS 5 HIGH / AMER 5 ROWS 5 HIGH	AMER 13 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH
LM. 10 ROWS 5 HIGH	B&W 13 ROWS 5 HIGH	B&W 5 ROWS 5 HIGH / RJR 5 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH

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PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS:
CAPACITY:
DATE:
AUTHORIZED BY: Tom Hall 3/11/94

FOR: PATHMARK
4x3x4 6 SHELF

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51	119	598	50.3		
R.J. REYNOLDS	19	39	195	16.4		
LORRILLARD	14	23	115	9.7		
B&W	4.9	18	90	7.6		
AMERICAN	5.7	18	90	7.6		
L&M	1.7	10	50	4.2		
NO FRILLS	3.7	10	50	4.2		
TOTAL		237	1,188	100%		

4FT	3FT	4FT
PM 13 ROWS 8 HIGH	PM 10 ROWS 8 HIGH	PM 13 ROWS 8 HIGH
PM 13 ROWS 5 HIGH	PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
PM 13 ROWS 5 HIGH	NO FRILLS 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
LOR 13 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH	B&W 13 ROWS 5 HIGH
LM AMER 10 ROWS 3 ROWS 5 HIGH 5 HIGH	AMER 10 ROWS 5 HIGH	AMER B&W RJR 5 ROWS 5 ROWS 3 ROWS 5 HIGH 5 HIGH 5 HIGH
RJR 13 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH

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PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS:
CAPACITY:
DATE:
AUTHORIZED BY: Tom Hak 3/11/94

FOR: PATHMARK
3x4x4 6 SHELF

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51	119	598	503		
RJ. REYNOLDS	19	39	195	16.4		
LORRILLARD	14	23	115	9.7		
B&W	4.9	18	90	7.6		
AMERICAN	5.7	18	90	7.6		
L&M	1.7	10	50	4.2		
NO FRILLS	3.7	10	50	4.2		
TOTAL		237	1,188	100%		

3 FT
PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH
LM 10 ROWS 5 HIGH
RJR 10 ROWS 5 HIGH

4 FT
PM 13 ROWS 8 HIGH
PM 13 ROWS 5 HIGH
PM 13 ROWS 5 HIGH
LOR 13 ROWS 5 HIGH
AMER 13 ROWS 5 HIGH
RJR 13 ROWS 5 HIGH

4 FT
PM 13 ROWS 8 HIGH
PM 13 ROWS 5 HIGH
PM 13 ROWS 5 HIGH
B&W 13 ROWS 5 HIGH
AMER B&W RJR 5 ROWS 5 ROWS 3 ROWS 5 HIGH 5 HIGH 5 HIGH
RJR 13 ROWS 5 HIGH

51855 0774

Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000

PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS: *FOR:* PATHMARK
CAPACITY: 6x5 6 SHELF
DATE:
AUTHORIZED BY: Tom Hall 3/11/94

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51	101	505	45.5		
RJ. REYNOLDS	19	37	185	16.7		
LORRILLARD	14	27	135	12.2		
B&W	4.9	17	85	7.6		
AMERICAN	5.7	20	100	9.0		
L&M	1.7	10	50	4.5		
NO FRILLS	3.7	10	50	4.5		
TOTAL		222	1,110	100%		

	6 FT	5 FT
	PM 20 ROWS 5 HIGH	PM 17 ROWS 5 HIGH
	PM 20 ROWS 5 HIGH	PM 17 ROWS 5 HIGH
	PM 20 ROWS 5 HIGH	PM NO FRILLS 7 ROWS 10 ROWS 5 HIGH 5 HIGH
	LOR 20 ROWS 5 HIGH	LOR LM 7 ROWS 10 ROWS 5 HIGH 5 HIGH
	AMER 20 ROWS 5 HIGH	B&W 17 ROWS 5 HIGH
	RJR 20 ROWS 5 HIGH	RJR 17 ROWS 5 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000

PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS: ***FOR:*** PATHMARK
CAPACITY: 4X4 7 SHELF
DATE:
AUTHORIZED BY: Tom Hall 3/11/94

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51	93	468	47.3		
RJ. REYNOLDS	19	26	130	13.2		
LORRILLARD	14	26	130	13.2		
B&W	49	16	80	8.1		
AMERICAN	5.7	18	90	9.1		
L&M	1.7	10	50	5.1		
NO FRILLS	3.7	8	40	4.0		
TOTAL		197	988	100%		

	4FT	4FT
	PM 13 ROWS 8 HIGH	PM 13 ROWS 8 HIGH
	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
	AMER 13 ROWS 5 HIGH	AMER NO FRILLS 5 ROWS 8 ROWS 5 HIGH 5 HIGH
	LOR 13 ROWS 5 HIGH	LOR 13 ROWS 5 HIGH
	B&W 13 ROWS 5 HIGH	B&W LM 3 ROWS 10 ROWS 5 HIGH 5 HIGH
	RJR 13 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH

51855 0776

Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000

PLAN A PLAN - O- GRAM

SPECIFICATIONS

ROWS: ***FOR:*** **PATHMARK**
CAPACITY: **3x3x3 6 SHELF**
DATE:
AUTHORIZED BY: Tom Hall 3/11/94

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	51	98	490	49.5		
RJ. REYNOLDS	19	30	150	15.2		
LORRILLARD	14	20	100	10.1		
B&W	4.9	15	75	7.6		
AMERICAN	5.7	15	75	7.6		
L&M	1.7	10	50	5.0		
NO FRILLS	3.7	10	50	5.0		
TOTAL		198	990	100%		

3 FT	3 FT	3 FT
PM 10 ROWS 8 HIGH	PM 10 ROWS 8 HIGH	PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH	PM 10 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH	PM 10 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
LOR 10 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH	B&W 10 ROWS 5 HIGH
LM 10 ROWS 5 HIGH	AMER 10 ROWS 5 HIGH	AMER B&W 5 ROWS 5 ROWS 5 HIGH 5 HIGH
RJR 10 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/fnxn0000